

**BD** BODY  
**DD** DYSMORPHIC  
DISORDER  
FOUNDATION



*Supporting evidence – long-term project*





*Changing the law to help BDD sufferers doesn't happen overnight...*

# Long-term project: Changing the law to help BDD sufferers

change.org

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## Calling for transparency on altered images on social media.



**BDD Foundation** started this petition to Nadine Dorries (Secretary of State for Digital, Culture, Media and Sport) and **2 others**

**Altered images can affect our body image**, triggering body dissatisfaction and exacerbating Body Dysmorphic Disorder (BDD) symptoms. This petition calls for **transparency on altered images on social media**. Pushing for changes to ensure that organisations, companies, influencers are legally required to state when images have been manipulated for paid content

40,782 have signed. Let's get to 50,000!



At 50,000 signatures, this petition becomes one of the top signed on Change.org!

Anna Prescott signed this petition

Paul Parobek signed this petition

### Sign this petition

First name

Last name

Email

London, HA0

*Over 40K signatures so far*

*A petition to UK government and the European Parliament calling for digital imagery transparency was created on change.org.*

## Long-term project: Changing the law to help BDD sufferers

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*To help spread the word and recruit a small army of signatories you need a partner with a commitment to making long term change – and with an audience who are just the people you need to speak too.*

MONKI

**BD**  
BODY  
DYSMORPHIC  
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*A partnership with Monki (H+M owned sustainable fashion brand), was established to [promote the petition](#) across their channels.*



## Long-term project: Changing the law to help BDD sufferers



# Download the filters!

*A paid social campaign (under the title Selfie-Love-Initiative) included a downloadable set of 'purpose driven filters' promoting realistic beauty standards.*

# Long term projects: Changing the law to help BDD sufferers

*Our aim: drive uptake of signatories to the petition and then engage with a prominent MP to take up the issue in Parliament and so change the law! Dr Luke Evans MP has introduced the Digitally Altered Body Image Bill to UK Parliament earlier this year. We haven't changed the law yet, but we are getting there!!! There's always more to do inside long term projects! We are gaining momentum...*



House of Commons  
Health and Social Care  
Committee

**The impact of body  
image on mental and  
physical health**

A screenshot of the BBC News website. The main headline reads "MP Luke Evans introduces digitally-altered images bill". Below the headline is a photograph of a hand holding a smartphone displaying a face-altering app interface with options like "Original", "Young 1", "Young 2", "Old", "Apply", and "Cancel". To the right of the main article are sections for "Top Stories" and "Features". The "Top Stories" section includes "Trade minister Conor Burns sacked from government" and "Sturgeon says lack of contact from Truss 'absurd'". The "Features" section includes "Putin's dream of victory slips away in Ukraine".

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## MP Luke Evans introduces digitally-altered images bill

GETTY IMAGES

MP Dr Luke Evans said the bill is targeted at those with significant, far-reaching influence

### Top Stories

- Trade minister Conor Burns sacked from government
- Sturgeon says lack of contact from Truss 'absurd' 51 minutes ago

### Features

- Putin's dream of victory slips away in Ukraine

*The BDD-Foundation has since contributed to a [parliamentary report](#) on the impact of body image. Which came out in August 2022.*



*Changing perceptions and helping to create wider understanding of what it is to live with BDD is an ongoing project – we gain momentum like a snowball gathering the right organisations as our partners as we go, and building a critical mass over the long term...*

# Long-term project: Changing perceptions through powerful partnerships



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*A partnership was established with [The Humanians](#); a socially conscious NFT collective.*

### The Humanians

1,811 Tweets

Following

**The Humanians** @TheHumanians · May 5

Depending on where you are in the world, IT'S MINT DAY!

Less than 12 hours to go until the presale kicks off. Let's go!!!

RT and spread the word of Humania!



49 228 401

### The Humanians

1,811 Tweets

Following

**The BDD Foundation** @BDDFoundation · May 9

Our partners over at The Humanians are minting their NFT project now!

A socially conscious NFT collection raising awareness for Body Dysmorphic Disorder. Go support them and mint a Humanians NFT!

@TheHumanians #bodydysmorphicdisorder #bddawareness #NFT



3 26 47

*Working with their artist VISBII, who has endured battles with body self-image, a series of NFTs were minted depicting characters with exaggerated physical traits to convey how BDD sufferers perceive themselves.*

*The mint and public sale of the NFTs provided engaged digital natives on Twitter and Discord and raised £54,000 for the BDD-Foundation.*



## Long-term project: Changing perceptions through powerful partnerships



The Humanians  
@TheHumanians

Today The Humanians donated 38.7635 ETH to one of our charity partners @BDDFoundation !!

It's time to give back. Join us as we change the NFT scene from a "wealth flex" to a #SocialFlex

Markets change, but our mission and goals don't. We ain't stopping.

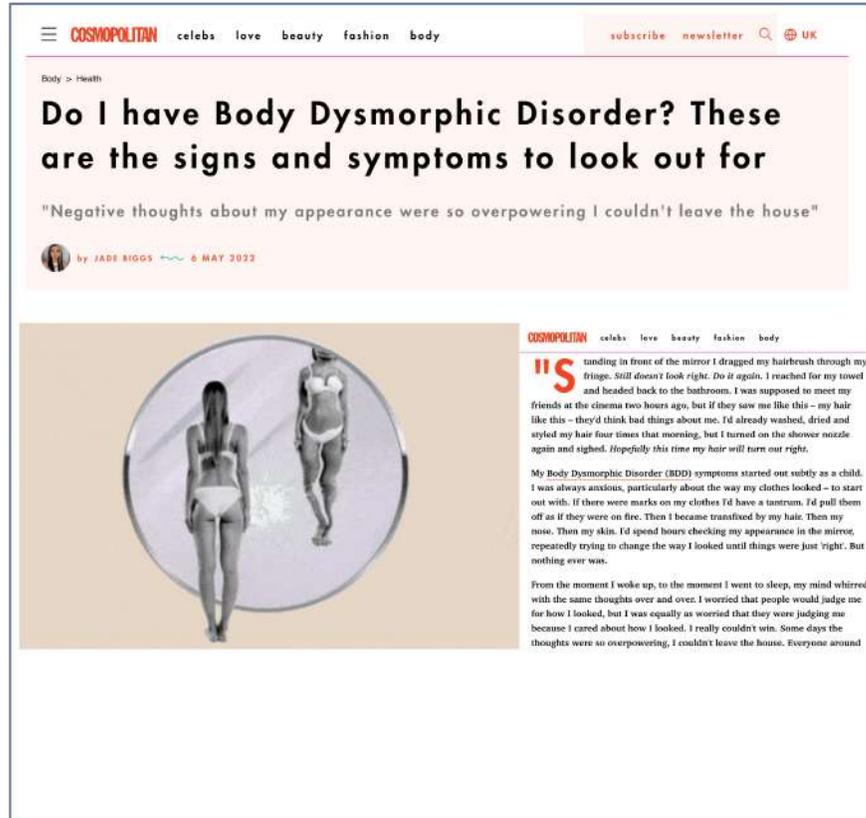
5:41 PM · May 28, 2022 · Twitter for iPhone

49 Retweets 8 Quote Tweets 117 Likes



38,7653 ETH, or over £54,000 was presented to the BDD Foundation in May 2022. The Humanians are now donating 20% of their profits to the BDD Foundation ongoing.

# Long-term project: Changing perceptions through powerful partnerships



**COSMOPOLITAN** celebs love beauty fashion body subscribe newsletter

Body > Health

## Do I have Body Dysmorphic Disorder? These are the signs and symptoms to look out for

"Negative thoughts about my appearance were so overpowering I couldn't leave the house"

by JADE RIGGS 6 MAY 2022

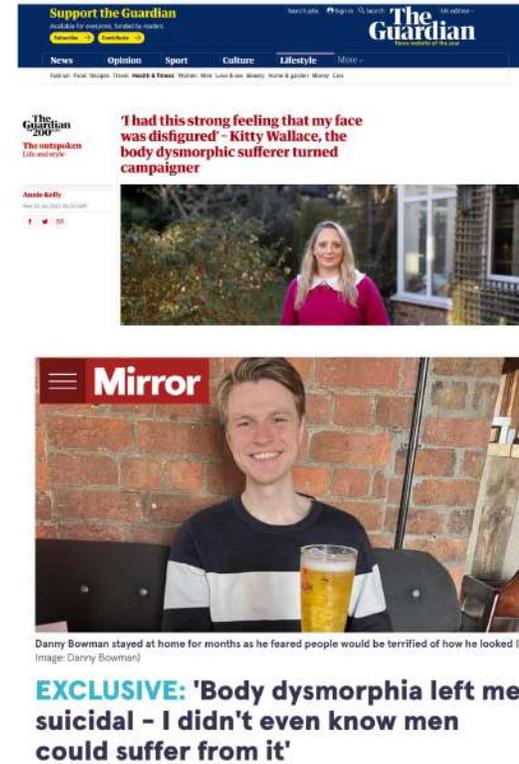


**COSMOPOLITAN** celebs love beauty fashion body

**"S**tanding in front of the mirror I dragged my hairbrush through my fringe. Still doesn't look right. Do it again. I reached for my towel and headed back to the bathroom. I was supposed to meet my friends at the cinema two hours ago, but if they saw me like this - my hair like this - they'd think bad things about me. I'd already washed, dried and styled my hair four times that morning, but I turned on the shower nozzle again and sighed. *Hopefully this time my hair will turn out right.*

My Body Dysmorphic Disorder (BDD) symptoms started out subtly as a child. I was always anxious, particularly about the way my clothes looked - to start out with, if there were marks on my clothes I'd have a tantrum. I'd pull them off as if they were on fire. Then I became transfixed by my hair. Then my nose. Then my skin. I'd spend hours checking my appearance in the mirror, repeatedly trying to change the way I looked until things were just 'right'. But nothing ever was.

From the moment I woke up, to the moment I went to sleep, my mind whirred with the same thoughts over and over. I worried that people would judge me for how I looked, but I was equally as worried that they were judging me because I cared about how I looked. I really couldn't win. Some days the thoughts were so overpowering, I couldn't leave the house. Everyone around



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## 'I had this strong feeling that my face was disfigured' - Kitty Wallace, the body dysmorphic sufferer turned campaigner

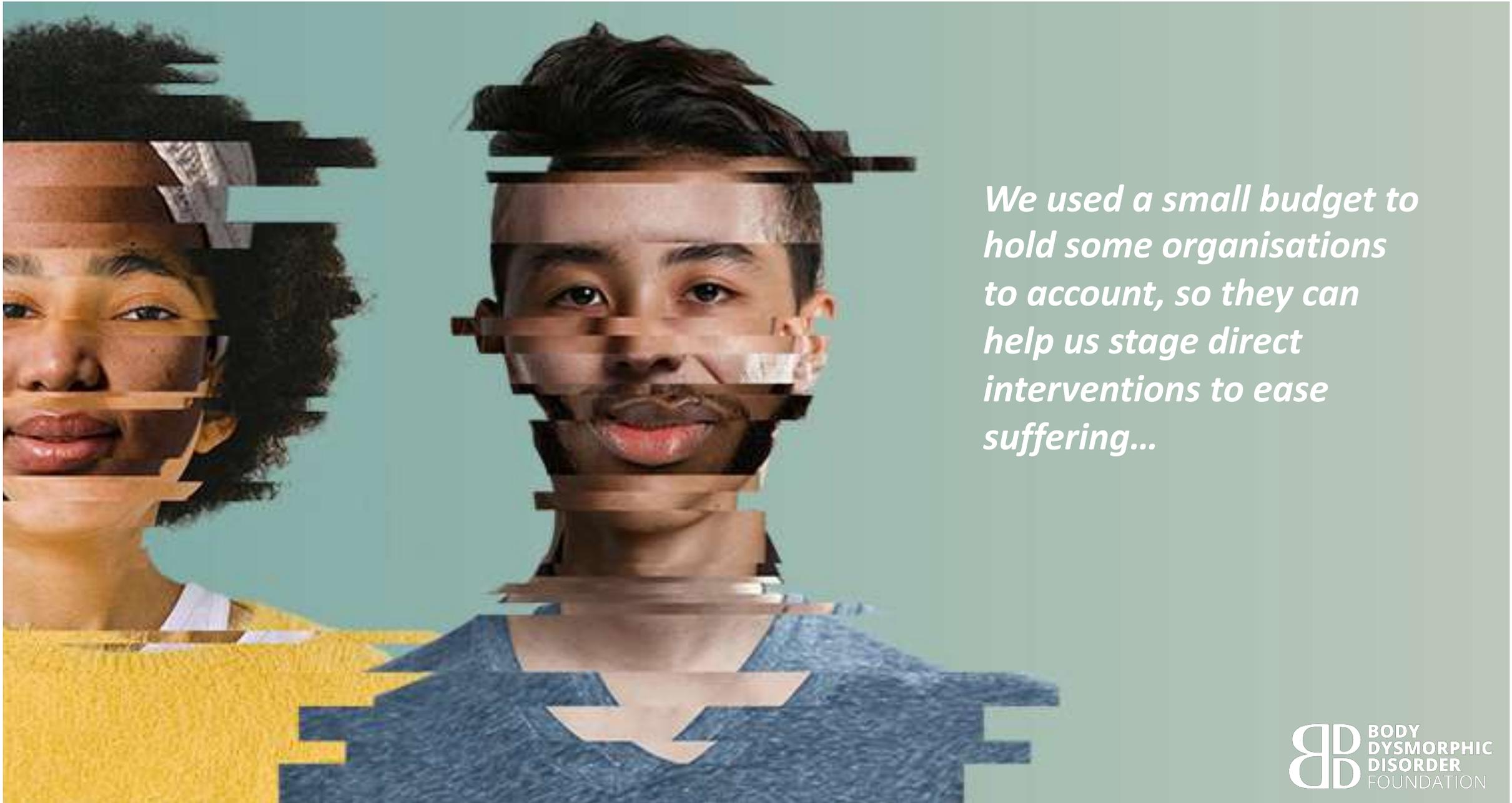


**Mirror**



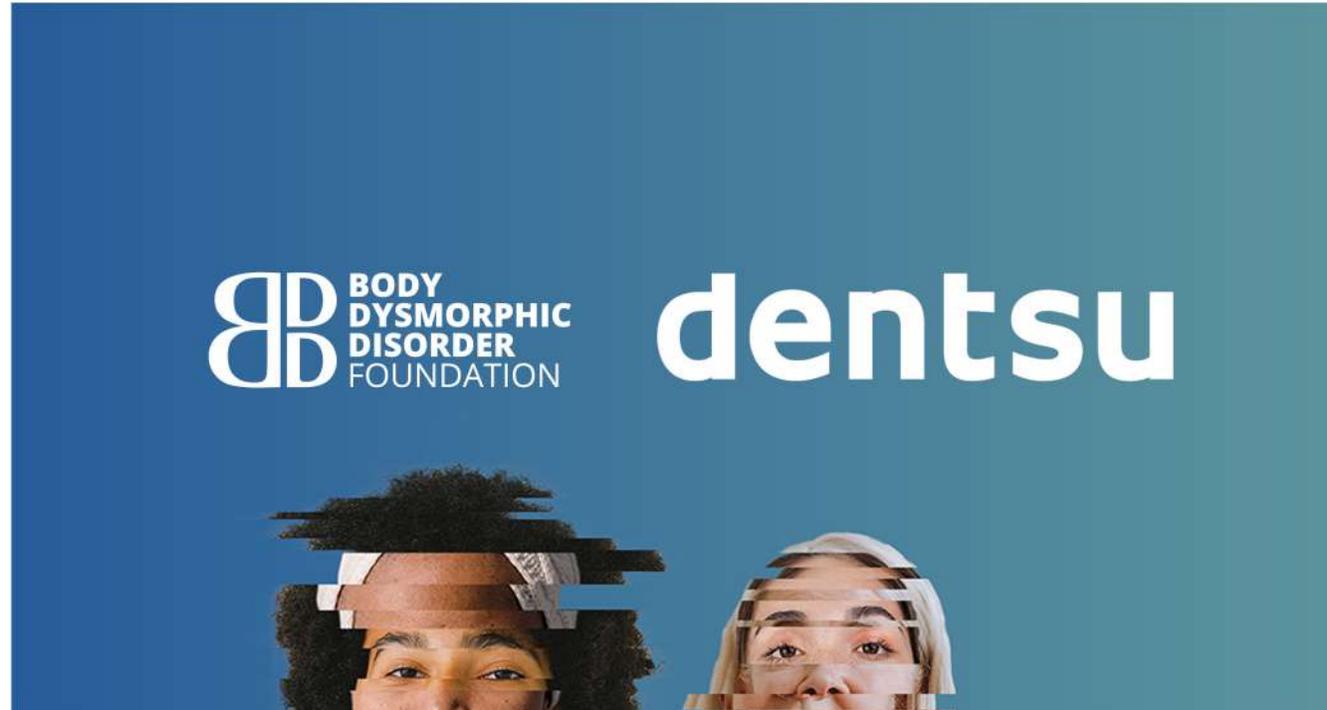
**EXCLUSIVE: 'Body dysmorphia left me suicidal - I didn't even know men could suffer from it'**

We also arranged for Cosmopolitan to work with BDD-Foundation's Dr Rob Willson to devise a 'BDD self-diagnosis quiz' which now lives on Cosmopolitan's and BDD-Foundation's website. Sympathetic editorial features were also secured in the [Daily Mirror](#) and [The Guardian](#) - which profiled Kitty alongside other sufferers.



*We used a small budget to hold some organisations to account, so they can help us stage direct interventions to ease suffering...*

## Long-term project: Direct interventions



*The Overcoming-BDD-Program is effective in engaging ad/media agencies. We're asking them to help to increase our tiny budgets to fund the initiative because they have partial accountability in helping to maintain unrealistic beauty standards through their work for fashion and beauty clients. For just £5000, 30 sufferers go into a 20 week long CBT based program - helping to bring down those long waiting lists we refer to in our entry. We've been successfully selling a 'living with BDD educational session' given by the charity to people working inside agencies. Our last one at Dentsu attracted 224 people – the monies raised help to sponsor sufferers through the program.*

## Long-term project: Direct interventions

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*“FAB session - thank you SOOOO much.*

*I think it went down really well and people appreciated the opportunity to learn more about Body Dysmorphia – the engagement in that chat was really impressive and we’ve had lots of great feedback since. Such a fabulous and engaging session ... thank you Michael, Kitty and Hannah for helping us raise awareness and for the practical hints and tips on available support.”*

**Nicole Basra, Diversity, Equity & Inclusion Lead, Dentsu International**

*Thanks so much Michael, great working with you all for this event! It was such an enlightening session. We had 224 people dial in to watch overall. It was a perfect start to our Kind Minds initiative.*

**Alexander Perris, Marketing Coordinator, Dentsu International.**

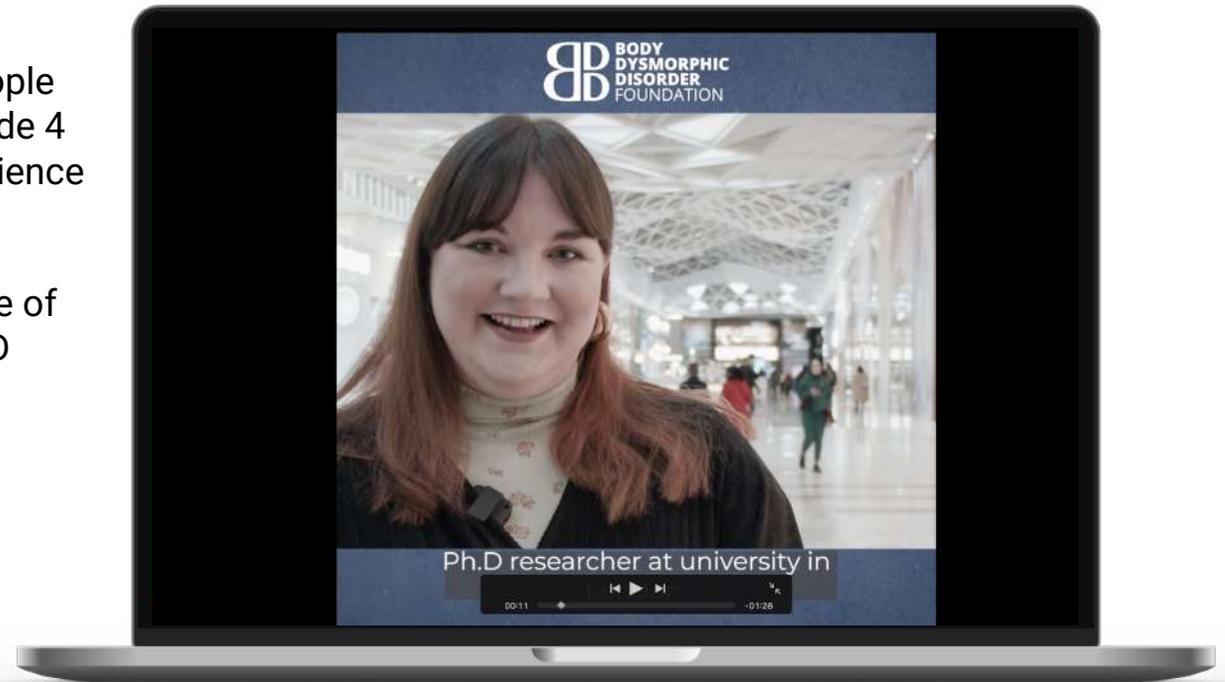


## Long-term project: Direct interventions

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To help with our pitch to media agencies, and to help people better understand what it means to live with BDD, we made 4 films featuring sufferers speaking about their lived experience of the condition. They are powerful testimonies.

We have included a movie as a separate file featuring one of our people – Hannah Lewis who has been living with BDD since the age of eight!



## Note for the judges

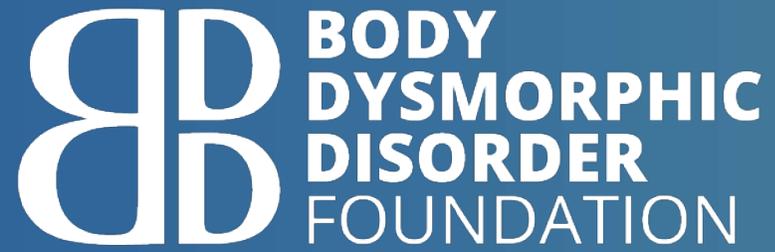
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Although we refer to our entry under the banner headline ***Because I'm Ugly*** in our main submission paper, the phrase is actually an internal guide or umbrella strategy to focus multiple activities underneath. It is not necessarily public facing.

The headline acts as a prompt to us to always be challenging the general perception that sufferers may be narcissistic. They don't spend hours in the mirror because they're vain! Their true motivation is to camouflage their 'hideousness' because they believe they're intrinsically ugly.

As such, the phrase is a guiding principle - a reason to act.





*Supporting evidence – long term project*

